

## 2004 ANNUAL EEO REPORT FOR KTRK-TV



This Annual EEO Report is filed on behalf of KTRK-TV in compliance with the FCC's EEO reporting requirements. KTRK-TV, an ABC, Inc. owned television station broadcasting to the metropolitan Houston area, serves over 1.8 million households in the Greater Houston area and 11 outlying counties. This report includes information from March 16, 2003 to March 15, 2004, and it will be placed in the station's public file, and on the station's website.

KTRK-TV is an equal opportunity employer and is committed to a policy that advances opportunities for all qualified individuals. It is our policy to promote the realization of equal employment opportunities through a positive, continuing program of specific recruitment, outreach, hiring promotion, and other practices designed to ensure the full realization of equal employment opportunity.

To make this policy effective, and to ensure conformance with the requirements of the FCC, we have adopted an equal opportunity program as described herein.

### **JOB VACANCY INFORMATION**

As an equal opportunity employer, KTRK-TV is committed to disseminating information about job vacancies as widely as possible. All full-time job vacancies are posted through the ABC, Inc. Job Posting circulated by ABC, Inc. internally within the Company, in trade publications and websites with a broad-based readership that includes women and minorities, and in local minority community newspapers. Job outreach used for all job vacancies include a mailing list that we developed, maintained and updated; trade publications, job banks, and websites. This list contains the contact information of organizations and those that have requested to be placed on our mailing list for job openings as a result of ads and outreach. This list is periodically updated.

**See Details in Attachment A: Job Sources**

### **RECORD KEEPING**

In compliance with EEO record keeping requirements, the Station creates a file for each position to be filled. Each of these files contains a summary sheet with the job title, the date recruitment started, the total number of applicants, what recruitment sources were used for each opening, the date the job was filled, and the source that referred the hired individual. Station procedure requires approval by the President and General Manager and the applicable Department Head prior to extending a job offer. EEO requirements and management responsibility toward EEO are discussed regularly at management meetings. From March 16, 2003 to March 15, 2004, the Station has filled 14 full-time jobs, and 1 part-time job. A summary by position follows.

**See Details in Attachment B: Vacancies Filled**

## KTRK-TV POSITIONS FILLED 03/16/2003 – 03/15/2004

**Position #1**

Posted:  
Hired:  
Source:  
# Applicants Interviewed:

**General Assignment Reporter**

3/03/03  
4/16/03  
Resume Tape  
3

**Position #2**

Posted:  
Hired:  
Source:  
# Applicants Interviewed:

**Marketing Manager**

11/19/02  
04/28/03  
Employee Referral (Promotion)  
35

**Position #3**

Posted:  
Hired:  
Source:  
# Applicants Interviewed:

**Associate Producer**

2/08/03  
5/07/03  
abc13.com Website  
8

**Position #4/5**

Posted:  
Hired:  
Source:  
# Applicants Interviewed:

**Sales Account Executive**

3/17/03  
5/08/03  
Employee Referral/Employee Referral  
33

**Position #6**

Posted:  
Hired:  
Source:  
# Applicants Interviewed:

**F/T Broadcast Technician**

5/07/03  
8/06/03  
TV Jobs.com Website  
13

**Position #7**

Posted:  
Hired:  
Source:  
# Applicants Interviewed:

**General Assignment Reporter**

08/11/03  
11/13/03  
NABJ  
6

**Position #8**

Posted:  
Hired:  
Source:  
# Applicants Interviewed:

**Producer**

8/11/03  
9/30/03  
TV Jobs.com Website  
5

**Position #9**

Posted:  
Hired:  
Source:  
# Applicants Interviewed:

**Associate Producer**

8/11/03  
10/20/03  
abc13.com Website  
4

**Position #10**

Posted:  
Hired:  
Source:  
# Applicants Interviewed:

**Marketing/Internet Account Executive**

09/23/03  
11/17/03  
TAB  
8

**Position #11**

Posted:  
Hired:  
Source:  
# Applicants Interviewed:

**Sales Assistant**

10/22/03  
12/12/03  
Station Referral  
13

**Position #12**

Posted:  
Hired:  
Source:  
# Applicants Interviewed:

**Chief Engineer**

09/25/03  
12/19/03  
Re-Hire  
7

**Position #13**

Posted:  
Hired:  
Source:  
# Applicants Interviewed:

**P/T Broadcast Technician**

05/07/03  
12/24/03  
Employee Referral  
6

**Position #14**

Posted:  
Hired:  
Source:  
# Applicants Interviewed:

**Assistant Assignment Editor**

11/05/03  
01/13/04  
abc13.com Website  
12

**Position #15**

Posted:  
Hired:  
Source:  
# Applicants Interviewed:

**Associate Producer Trainee**

12/15/03  
02/23/04  
abc13.com Website  
4



## Supplemental Recruitment Activities

The Station will maintain positive and continuing programs of specific practices designed to ensure equal opportunity and non-discrimination in every aspect of station employment policy and practice. In addition, the Station will regularly assess and improve its recruitment and promotion methods and sources by analyzing their effectiveness and making changes as appropriate.

**1. Participation in at least four job fairs by station personnel who have substantial responsibility for hiring decisions.**

1. The National Association of Black Journalists Convention Media & Career Expo - The event was held from August 6 - August 8, 2003 in Dallas, TX. In attendance was Senior Executive Producer, Andre Wiggins.
2. National Association of Hispanic Journalists Convention Media Career Expo - The event was held from June 26 - June 27, 2003 in New York City. In attendance was Senior Executive Producer, Jerry Vazquez.
3. Asian American Journalist Association Convention / Media Career Expo - AAJA's 16th Annual National Convention was held August 13-16, 2003 in San Diego, CA. Their Job Fair was held during the convention as well. In attendance was Senior Executive Producer, Robin Freese.
4. North Texas State University Spring Job Fair - The Job Fair was held March 11, 2004, in Denton, Texas. In attendance was News Director, Dave Strickland.

**2. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.**

KTRK-TV sponsors an internship program aimed at third and fourth year college students. The purpose of this program is to enrich and supplement the education of local college students in the field of television. The program is open to all, regardless of race, religion, gender, or sexual preference, and is not limited to students who are majoring in broadcasting. Internships are open in all departments, including Sales, Engineering, Creative Services, and Community Affairs. The internships are helpful to students in gaining first-hand experience at a television station and often assist in finding employment in similar markets. They also help in developing relationships with industry professionals who may be of assistance to them in their future careers. Many of our employees were interns here or at other stations. From March 16, 2003 to March 15, 2004, 28 students were granted internship opportunities at KTRK-TV.

**3. Training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.**



KTRK-TV participates in the ABC, Inc. Broadcast Management Training Program. This is a 12-18 month internship program designed to attract individuals to editorial positions and to groom potential future managers for KTRK-TV and other ABC, Inc. properties. The objectives of the program are to enhance the skills of individuals interested in pursuing News Management careers, to promote diversity, and to increase minority and female representation in key decision-making positions. As designed, the Program is open to qualified applicants of all races, but consistent with the stated objectives as well as laws governing affirmative action plans, a preference is accorded to minority applicants on the basis of their race. This is not limited to existing station personnel.

4. **Participation in other activities that the licensee has designed to further the goal of disseminating information about employment opportunities in broadcasting to job candidates who might otherwise not know of them.**

#### **ABC-13 SPEAKERS BUREAU AT TSU**

Our Speakers Bureau is an ongoing partnership with Texas Southern University, an HBCU (Historically Black College/University) to provide Business and Communications classes with speakers from our staff of television media professionals. Those participating include 2 Sales Managers, a News Anchor/Reporter, a General Assignments Reporter, an Assignment Editor, the Chief Engineer, the Business Manager, and the Community Affairs Director.

#### **ABC-13 MEDIA IN THE SPOTLIGHT YOUTH FORUM**

Held Saturday February 7<sup>th</sup> at the KTRK-TV studios, in partnership with the Honey Brown Hope Foundation, this Youth Workshop gave minority junior and high school students a bird's eye view into the world of broadcast profession. Facilitated by Community Affairs Director, Denise Bates, panelists included Assignment Editor, Pat Trahan and Sales Manager, Win Frazier. Tour presenters included anchors Melanie Lawson and Elissa Rivas.

5. **Participation in activities sponsored by community groups active in broadcast employment issues, including conventions, career days, workshops and similar activities.**

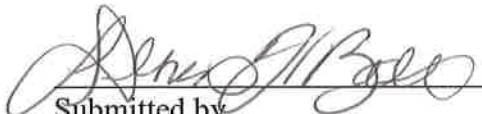
#### **HOUSTON HISPANIC FORUM'S ANNUAL CAREER & EDUCATION DAY**

This event was held February 28, 2004 at the G.R. Brown Convention Center. Public Affairs Director Evangelina Vigil-Pinon served as a panelist for the session on "Careers in Broadcast & Print Media."



### **NABJ REGION VII CONFERENCE**

The Regional Conference was held March 11 – 14, 2004, in Houston, Texas. KTRK-TV was a Student Practicum Sponsor. In attendance were Senior Executive Producer, Andre Wiggins and Community Affairs Director, Denise Bates. Randy Klein served as a panelist for “Online Journalist” Workshop, and Denise Bates served as a panelist for “Coping with the Burnout Blues” Workshop.

  
Submitted by  
Denise W. Bates  
Community Affairs Director

3-26-2004  
Date



# Attachment A: Job Sources

ATTENTION:	ORGANIZATION	ADDRESS	CITY / STATE / ZIP
Job Posting	A.A.M.A. <sup>1</sup>	6001 Gulf Fwy., Bldg. B165	Houston, TX 77023
Job Posting	ABC OWNED	Susan.santore@abc.com	
Job Posting	ABC-13	Randy.Klein@abc.com	
Houston Works	Attn: Rae Zamarippa	600 Jefferson, Ste. 900	Houston, TX 77002
Ms. Therese Andersen	AWRT <sup>2</sup>	www.awrt.org/publications/job_form.html	
Job Posting	Broadcast Employment Services	P. O. Box 4116	Oceanside, CA 92052
Job Posting	Broadcasting & Cable	yatsumi@reedbusiness.com	
Ms. Phoenix Mak	Chinese Community Ctr.	5855 Sovereign Drive	Houston, TX 77036
Classified	El Dia	6120 Tamef, Suite 100	Houston, TX 77074
Classified	El Mexica	601 Shotwell	Houston, TX 77020
Job Posting	Electronic Media	echasko@crain.com	
Classified	Fort Bend Sun/Southwest Sun	869 Dulles Avenue, #C	Stafford, TX 77477-5710
Classified	Forward Times	4411 Alameda Road	Houston, TX 77004
Ms. Kijana Wiseman	HABJ/Prime Times <sup>3</sup>	P. O. Box 565	Houston, TX 77001-0565
Ms. Sylvia Lopez	Harris County Employment	1310 Prairie, Suite 200	Houston, TX 77004
Ms. Priscilla Delapaz	Hispanic Chamber of Commerce	2900 Woodridge #312	Houston, TX 77087
Job Bank	Houston Area Urban League	1301 Texas	Houston, TX 77002
Mr. Tom Nguyen	Houston Asian Chamber of Commerce	7457 Harwin Plaza II, # 240	Houston, TX 77036
Mr. Brian Chang	Houston Asian Junior COC	4410 April Meadow Way	Sugar Land, TX 77479
Janice Garza	Houston Assoc. of Hispanic Journalists	P. O. Box 273394	Houston, TX 77277
Career Services	Houston Baptist University	7502 Fondren	Houston, TX 77074
Job Placement	Houston Community College	1300 Holman	Houston, TX 77004
Classified	Houston Defender	2626 South Loop W./, Suite 360	Houston, TX 77054
Classified	Houston Style	5630 Martin Luther King Blvd.	Houston, TX 77021
Classified	Houston Sun	1520 Isabella	Houston, TX 77004
Classified	Indo-American News	7457 Harwin, Suite 262	Houston, TX 77036
Classified	Korean Journal	1241 Blalock Road	Houston, TX 77055
Mr. Michael McKinley	La Voz de Houston	6101 Southwest Frwy. #127	Houston, TX 77057
Classified	Las Noticias de Fort Bend	924 Third St.	Rosenberg, TX 77471
Jackie Owens	Light Of The World Church	7800 Bissonnet, #260	Houston, TX 77074
Executive Director	LULAC <sup>4</sup>	3004 Bagby	Houston, TX 77006
Job Posting	M.I.K. Community Center <sup>5</sup>	2720 Sampson	Houston, TX 77004

<sup>1</sup> American Association of Mexican Americans

<sup>2</sup> American Women in Radio and Television

<sup>3</sup> Houston Association of Black Journalists

<sup>4</sup> League of United Latin American Citizens

<sup>5</sup> Martin Luther King Community Center

ATTENTION:	ORGANIZATION	ADDRESS	CITY / STATE / ZIP
Ms. Belinda Eissien	NAACP <sup>6</sup>	2002 Wheeler	Houston, TX 77004
Job Posting	NAB <sup>7</sup>	<a href="http://www.nab.org/bcc">www.nab.org/bcc</a>	<a href="mailto:carecenter@nab.org">carecenter@nab.org</a>
Job Posting	NAHJ <sup>8</sup>	<a href="mailto:jobbank@nahj.org">jobbank@nahj.org</a>	Internet Address Only
Job Posting	NABJ	<a href="http://www.nabj.org">www.nabj.org</a>	Houston, TX 77098
AWRT	Paige Buddeke	P.O. Box 980908	Prairie View, TX 77446
Mr. Bryan H. Barrows, III	Prairie View A&M University	P.O. Box 4129	Houston, TX 77254-1038
Newsletter	Press Club of Houston	P.O. Box 541038	E-Mail ONLY:
Job Posting	RTNDA <sup>9</sup>	<a href="mailto:Steved@rtnda.org">Steved@rtnda.org</a>	Hunstville, TX 77341
Career Services	Sam Houston State Univ.	P.O. Box 2238	Houston, TX 77074-5013
Ms. Gloria Joy	Jobs for Progress	6565 Rookin Street	
Job Posting	SPOTS-N-DOTS	Fax # 607-729-7331	
Attn: Debra Warren	Stephen F. Austin	Box 13032, SFA Station	Nacogdoches, TX 75962
Job Posting	TAB <sup>10</sup>	<a href="http://www.tab.org">www.tab.org</a>	Internet Address Only
Career Center #209	Texas A&M University	John J. Koldus Bldg	College Station, TX 77843
Mr. Harry Clack	Texas Southern University	3100 Cleburne Avenue	Houston, TX 77004
Mr. James W. Ward	Texas Southern University	3100 Cleburne	Houston, TX 77004
Job Posting	Texas Workforce Comm.	2020 North Loop West #205	Houston, TX 77018
Ms. Lori Wensel	The Art Institute of Houston	1900 Yorktown	Houston, TX 77056
Cathy Peters	The Employment Guide	9000 Clay Road, #106	Houston, TX 77080
Job Posting	TV JOBS	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	
Mr. Tatcho Mindiola	Univ. Houston Mexican American Studies	4800 Calhoun	Houston, TX 77004
Ms. Jeanette Cosley	United Negro College Fund	1235 N. Loop West, #1010	Houston, TX 77008
Sabrina Thornton	United States Veterans Initiative	1418 Preston Street	Houston, TX 77002
Career Services	University of St. Thomas	3800 Montrose	Houston, TX 77006
Ms. Leslie Landry	University of Texas	A115A Jester Center	Austin, TX 78705
Classified	Vietnam Post/Vietnam Business	9898 Bissonnet, Suite 278	Houston, TX 77036
Ms. Imogene Thomas	Wesley Community Ctr.	2720 Sampson	Houston, TX 77004
Ms. Melissa Mayo	Women in Communications	1110 Ferndale Court	Sugar Land, TX 77479

<sup>6</sup> National Association for the Advancement of Colored People

<sup>7</sup> National Association of Broadcasters

<sup>8</sup> National Association of Hispanic Journalists

<sup>9</sup> Radio and Television News Directors Association

<sup>10</sup> Texas Association of Broadcasters



ATTACHMENT B: FULL-TIME JOB VACANCIES FILLED 4/16/03 – 4/15/04

Date of Opening	Job Title	Station(s) and Department	Date of Interview	Candidate Interviewed	Hired (H) or Not (NH)	Date Hired	Referral Sources for Interviewees
3/03/03	Reporter	News	3/05/03 3/28/03 4/16/03	1. Andy Rothman 2. * 3. *	H NH NH	4/16/03	Resume Tape Walk-in Internal
11/19/02	Marketing Manager	Sales	4/21/03 12/10/02 1/08/03 12/16/02 12/10/02 12/12/02 11/21/02	1. Susan Buddeke 2. 3. 4. 5. 6. 7.	H NH NH NH NH NH NH	4/28/03	Promotion ABC Job Posting ABC Job Posting ABC Job Posting ABC Job Posting Employee Referral ABC Job Posting
2/08/03	Associate Producer	News	3/04/03 3/06/03 3/12/03 3/19/03 3/21/03 3/26/03 4/14/03 4/21/03	1. 2. 3. 4. 5. 5. 7. 8. Elizabeth Letzerich	NH NH NH NH NH NH NH H		Abc13.com Walk-in In-house posting Abc13.com Abc13.com Abc13.com Walk-in Abc13.com
3/17/03	Sales Account Executive	Sales	3/12/03 3/18/03 3/14/03 3/31/03 4/02/03 3/6/03 3/17/03 3/24/03 3/06/03 3/10/03	1. Kelly Covington 2. Deanna Shields 3. 4. 5. 5. 7. 8. 9. Phone Interview 10. 11.	H H NH NH NH NH NH NH NH NH	5/08/03 5/08/03	Employee Referral Employee Referral Abc13.com Employee Referral Spots N Dots Employee Referral Spots N Dots Spots N Dots Spots N Dots Abc13.com Employee Referral
5/07/03	F/T Broadcast Technician	Programming	5/21/03 5/19/03 5/19/03 5/20/03 5/20/03 5/21/03	1. Tom Gandy 2. 3. 4. 5. 6.	H NH NH NH NH NH	8/06/03	TVJobs.com Abc13.com In-House Employee Referral In-House In-House

Date of Opening	Job Title	Station(s) and Department	Date of Interview	Candidate Interviewed	Hired (H) or Not (NH)	Date Hired	Referral Sources for Interviewees
8/11/03	Reporter	News	5/21/03	7.	NH		In-House
			5/21/03	8.	NH		Television Week
			5/21/03	9.	NH		Abc13.com
			5/21/03	10.	NH		TAB.org
			5/22/03	11.	NH		TVJobs.com
			5/22/03	12.	NH		Employee Referral
			6/11/03	13.	NH		Abc13.com
			10/21/03	1. Laura Whitley	H	11/13/03	NABJ
			10/10/03	2.	NH		NAHJ
			10/10/03	3.	NH		ABC Internal
			10/09/03	4.	NH		Talent Dynamics
			10/08/03	5.	NH		Talent Dynamics
			10/07/03	6.	NH		Broadcasting Cble
8/11/03	Producer	News	9/09/03	1.	NH		ABC Listing
			9/09/03	2.	NH		ABC Listing
			9/09/03	3.	NH		ABC Listing
			9/11/03	4. Julie Fike	H	9/30/03	TVJobs.com
			9/11/03	5.	NH		Abc13.com
8/11/03	Associate Producer	News	9/11/03	1.	NH		Abc13.com
			9/12/03	2.	NH		ABC Listing
			9/19/03	3.	NH		Abc13.com
			9/19/03	4. Jerry Nunez	H	10/20/03	Abc13.com
9/23/03	Mktg/Internet Acct. Exec.	Sales	10/09/03	1.	NH		Employee Referral
			11/03/03	2.	NH		Employee Referral
			10/08/03	3.	NH		AWRT
			10/01/03	4. John Emanuel	H	11/17/03	TAB
10/22/03	Sales Assistant	Sales	10/30/03	5.	NH		Employee Referral
			10/30/03	6.	NH		Employee Referral
			10/08/03	7.	NH		Industry Referral
			9/23/03	8.	NH		Client Referral
			10/06/03				
			10/30/03	1. Jennifer Phillips	H	12/12/03	Station Referral
			11/05/03	2.	NH		Station Referral
			11/20/03	3.	NH		Company Referral
10/22/03	Sales Assistant	Sales	11/19/03	4.	NH		Web site
			11/21/03	5.	NH		Web site
			10/30/03	6.	NH		Station Intern
			11/03/03	7.	NH		TAB

Date of Opening	Job Title	Station(s) and Department	Date of Interview	Candidate Interviewed	Hired (H) or Not (NH)	Date Hired	Referral Sources for Interviewees
9/25/03	Chief Engineer	Engineering	11/07/03	8.	NH		Station Referral
			11/20/03	9.	NH		Spots 'N Dots
			11/21/03	10.	NH		Industry Referral
			11/21/03	11.	NH		Web site
			10/30/03	12.	NH		Internal Candidate
			11/20/03	13.	NH		Internal Candidate
			11/23/03	14.	NH		TAB
			10/10/03	1.	NH		Employee
			10/13/03	2.	NH		Employee Referral
			10/13/03	3.	NH		Other
			10/14/03	4.	NH		Employee
			10/16/03	5. Chuck Primrose	H	12/19/03	Re-Hire
			10/17/03	6.	NH		Other
			10/21/03	7.	NH		Employee
5/07/03	PT Broadcast Technician	Programming	10/16/03	1. Brian Wood	H	12/24/03	Employee Referral
			10/13/03	2.	NH		Houston Chronicle
			10/10/03	3.	NH		KTRK-TV Website
			10/07/03	4.	NH		Outside Referral
			10/05/03	5.	NH		UH Posting
			10/04/03	6.	NH		KTRK-TV Website
11/05/03	Asst. Assignment Editor	News	12/16/03	1.	NH		
			12/16/03	2.	NH		
			12/23/03	3.	NH		
			12/23/03	4.	NH		
			12/24/03	5.	NH		
			1/07/04	6.	NH		
			1/08/04	7.	NH		
			1/08/04	8.	NH		
			1/09/04	9.	NH		
			1/13/04	10.	NH		
			1/13/04	11. Jarrod Carroll	H	1/13/04	KTRK-TV Website
			1/14/04	12.	NH		
12/15/03	Assoc. Producer Trainee	News	1/13/04	1.	NH		Abc13.com
			1/14/04	2.	NH		Abc13.com
			1/16/04	3.	NH		Employee Referral
			1/30/04	4. Daniel DeLemos	H	2/23/04	Abc13.com